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FOR IMMEDIATE RELEASE

**POWER PALOOZA Energy Fair Planned
For Family Fun and Energy-Saving Ideas**

San Diego, CA, August 9, 2001 – San Diego families and energy consumers will be able to get tons of energy-saving ideas in a fun fair-like atmosphere at the upcoming POWER PALOOZA Energy Fair scheduled for Saturday August 18th. POWER PALOOZA will be co-sponsored by the City of San Diego Environmental Services Department and SDG&E. The event will feature displays of energy efficient products, informational presentations on energy tips and issues, tips on recycling and xeriscaping, prizes, food, celebrity appearances and activities for kids.

POWER PALOOZA will be held on Saturday, August 18 from 11 a.m. to 3 p.m. in the parking area of the City of San Diego's Ridgehaven Building in Kearny Mesa. This facility was the first building in the nation to be honored with the U.S. EPA Energy Star Award. The Ridgehaven Building is just minutes off the I-15 Balboa Avenue exit. From Balboa, POWER PALOOZA visitors should turn south on Viewridge Avenue and left on Ridgehaven Court. The Ridgehaven Building is at the end of the cul-de-sac at 9601 Ridgehaven Court. There will be plenty of free parking and signs to direct everyone to the display and event areas.

"POWER PALOOZA will be a fun way for San Diegans to learn about how they can save energy and money on their utility bills," said Richard L. Hays, Director, City of San Diego, Environmental Services Department. "We hope to have more than 50 companies displaying products that will help energy consumers save money on their monthly energy bills."

SDG&E has joined the City of San Diego in this effort to help residents learn more about energy-saving ideas. As a co-sponsor, SDG&E will have a major display of its wide range of energy-efficiency services including rebates programs that are still available for energy-saving products and home improvements. SDG&E offers a variety of residential energy-efficiency programs. The appliance and home improvement rebates program offers incentives to homeowners who replace old appliances with new, more energy-efficient ENERGY STAR®-qualified appliances and/or make other conservation improvements.

In addition to energy tips, POWER PALOOZA will feature games for kids, food stands and raffle drawings for great prizes. A new Maytag Neptune washer and dryer set, Toro lawnmowers, and energy-efficient lighting are among the many prizes. Several San Diego Padres players are also expected to visit the event.

“Thousands of San Diegans visited our display at the Del Mar Fair and this is another opportunity for residents to become energy smart and have some fun in the process,” said Yole Whiting, SDG&E Director, Consumer Programs and Services. “POWER PALOOZA will give parents and kids a fun environment to learn about energy conservation.”

For more information about POWER PALOOZA, residents, and vendors are encouraged to call the City of San Diego Environmental Services Department at 858-694-7000.

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